6/23/81
C 7715-3

APRIL
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

BEST AVAILABLE COPY

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '81 / '80	% IND	
	1981	1980		1981	1980
A.M.C.	12064	14021	86.04	1.60	1.78
(Concord)	5041	6591	76.48	.66	.83
(Eagle)	3749	2426	154.53	.50	.31
CHRYSLER	8626	13665	63.12	1.15	1.74
(Le Baron)	4286	6935	61.80	.57	.88
DODGE	32967	28430	115.96	4.38	3.62
(Diplomat)	2712	3375	80.36	.36	.43
(Colt)	3509	4924	71.26	.47	.63
(Challenger)	972	1105	87.96	.13	.14
(Omni)	10191	9191	110.88	1.36	1.17
(Aries)	12449	-	-	1.64	-
PLYMOUTH	35399	26822	132.97	4.71	3.38
(Arrow/Cheap)	3279	5648	58.06	.44	.72
(Sapporo)	1080	891	121.21	.14	.11
(Horizon)	13378	11032	121.27	1.78	1.40
(Reliant)	15183	-	-	2.02	-
(Gran Fury)	1507	1525	98.82	.20	.19
CHRYSLER CORP.	76992	68717	112.04	10.24	8.74
FORD	96302	109625	87.85	12.81	13.93
(Fiesta)	5375	6335	84.85	.71	.81
(Escort)	29228	-	-	3.90	-
(Fairmont)	18678	30807	60.63	2.48	3.91
(Granada)	9626	6165	156.14	1.28	.78
(LTD)	9587	15927	60.19	1.28	2.02
(Mustang)	16307	23016	68.47	2.17	3.03
(T'Bird)	6267	13570	46.18	.83	1.73
LINCOLN	5623	6447	87.22	.75	.82
(Mark VI)	2971	3659	81.20	.40	.47
MERCURY	29169	30747	94.87	3.88	3.91
(Zephyr)	4705	8586	54.80	.63	1.09
(Cougar)	2435	5340	45.60	.32	.68
(Capri)	4594	6504	70.63	.61	.83
(Lynx)	9997	-	-	1.33	-
LINC/MERC. DIV.	34792	37194	93.54	4.63	4.73
FORD MOTOR CO.	131094	146819	89.29	17.44	18.66
BUICK	61045	58759	103.89	8.12	7.47
(Skylark)	16712	15451	108.16	2.22	1.96
(Century)	30245	27902	108.40	4.03	3.55
(Riviera)	3685	3266	112.83	.49	.42
CADILLAC	17782	17087	104.07	2.37	2.17
(Eldorado)	4237	4155	101.97	.57	.53
(Seville)	1906	3178	59.97	.25	.40
CHEVROLET	123533	154179	80.12	16.42	19.60
(Chevette)	31141	35972	86.57	4.13	4.56
(Monza)	1100	12493	8.80	.15	1.59
(Camaro)	10604	10790	98.28	1.41	1.37
(Citation)	25369	33798	75.07	3.37	4.30
(Malibu)	23238	23846	97.45	3.09	3.03
(Corvette)	2998	3107	94.07	.40	.41
(Monte Carlo)	13284	13656	97.28	1.77	1.74
OLDSMOBILE	72631	70737	102.68	9.66	8.99
(Omega)	9442	8287	113.94	1.26	1.05
(Cutlass)	40546	41011	98.87	5.39	5.22
(Toronado)	3033	2994	101.30	.40	.38
PONTIAC	42556	52472	81.10	5.66	6.68
(Sunbird)	5173	11369	45.50	.69	1.45
(Phoenix)	7532	8267	91.11	.99	1.05
(Lemans)	7337	6598	111.20	.98	.84
(Firebird)	5451	8287	65.78	.73	1.05
GEN. MTRS. CORP.	317547	353234	89.90	42.23	44.90
Misc. Domestic	339	358	94.69	.05	.05
Other Import	213809	203491	105.07	28.44	25.87
U. S. TOTAL	751845	786640	95.58		

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R. 1-81

UNITED STATES SUMMARY
APRIL 1981 ISSUED 06/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	48265	55567	86.86	1.66	1.83	150878
(Concord)	19577	24648	79.43	.67	.82	67836
(Eagle)	14819	11367	130.37	.51	.37	32785
CHRYSLER	38018	51147	74.33	1.31	1.68	130385
(Le Baron)	18494	23185	79.84	.64	.76	63706
DODGE	130933	113065	115.80	4.50	3.72	312428
(Diplomat)	11020	10927	100.85	.38	.36	31161
(Colt)	16905	23042	73.37	.58	.76	49872
(Challenger)	4593	4443	103.38	.16	.15	12000
(Omni)	37733	38518	97.97	1.30	1.26	103425
(Aries)	46467	-	-	1.59	-	17589
PLYMOUTH	141210	107039	131.92	4.84	3.52	300580
(Arrow/Cheap)	16525	24015	68.81	.57	.79	54741
(Sapporo)	4802	3307	145.21	.16	.11	9317
(Horizon)	51161	47098	108.63	1.76	1.55	128225
(Reliant)	58804	-	-	2.01	-	23755
(Gran Fury)	3825	3598	106.31	.13	.12	11625
CHRYSLER CORP.	310161	271251	114.34	10.65	8.92	751393
FORD	372740	410218	90.86	12.80	13.49	1114816
(Fiesta)	21336	25568	83.45	.73	.84	67929
(Escort)	105601	-	-	3.63	-	45374
(Fairmont)	73836	110513	66.81	2.54	3.64	277421
(Granada)	38060	25546	149.29	1.27	.84	84585
(LTD)	35570	53689	66.25	1.22	1.76	143810
(Mustang)	81484	83514	73.62	2.11	2.75	222549
(T'Bird)	20327	30674	66.69	.97	1.99	129903
LINCOLN	20783	27922	74.43	.71	.92	72740
(Mark VI)	11050	16616	66.50	.38	.55	41473
MERCURY	114706	121834	94.15	3.94	4.00	326361
(Zephyr)	21802	32125	68.12	.75	1.05	84297
(Cougar)	11035	26123	42.24	.38	.86	55109
(Capri)	17088	23180	73.72	.59	.76	62974
(Lynx)	33294	-	-	1.14	-	13326
LINC/MERC. DIV.	135480	149758	90.47	4.65	4.92	399101
FORD MOTOR CO.	508229	559974	90.76	17.45	18.41	1513917
BUICK	240402	226713	106.04	8.25	7.45	707544
(Skylark)	70633	58446	120.85	2.43	1.92	180006
(Century)	115917	102903	112.65	3.97	3.38	337183
(Riviera)	13611	13592	100.14	.47	.45	42098
CADILLAC	67843	77405	87.65	2.33	2.54	212557
(Eldorado)	16387	16704	98.10	.56	.55	51065
(Seville)	8721	14015	62.23	.30	.46	35347
CHEVROLET	520791	617079	84.40	17.89	20.29	1725874
(Chevette)	149105	138457	107.69	5.13	4.54	369180
(Monza)	14341	46813	30.63	.49	1.54	148867
(Camaro)	34757	41903	82.95	1.19	1.38	117184
(Citation)	115255	127087	90.69	3.96	4.18	370605
(Malibu)	74540	86298	86.38	2.56	2.84	262605
(Corvette)	10727	11851	90.52	.37	.39	36408
(Monte Carlo)	59198	55288	107.07	2.03	1.82	183097
OLDSMOBILE	272889	264142	103.35	9.37	8.68	807000
(Omega)	36918	30208	122.21	1.27	.99	92118
(Cutlass)	155762	147583	105.54	5.34	4.85	461229
(Toronado)	10981	12552	87.32	.38	.41	38246
PONTIAC	178842	207507	86.19	6.14	6.82	612794
(Sunbird)	27503	40014	68.73	.94	1.31	129312
(Phoenix)	33314	30898	107.82	1.14	1.02	99542
(Lemans)	24920	27823	89.57	.86	.91	78422
(Firebird)	20541	31521	65.17	.71	1.04	83832
GEN. MTRS. CORP.	1200867	1328946	91.98	43.98	45.78	4065769
Misc. Domestic	909	1142	79.60	.03	.04	3659
Other Import	763913	781165	100.36	26.23	25.02	2275321
U. S. TOTAL	2912344	3041945	95.74			8760937

(Mese Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	APRIL	%	YEAR TO DATE		% '81	% IND	
	1981	IND	1981	1980	VS '80	1981	1980
Dodge	13951	7.50	52174	78544	66.43	7.60	8.88
Plymouth	1379	.74	5879	10703	54.93	.86	1.21
Ford	57555	30.96	220085	281210	78.26	32.06	31.78
Chevrolet	57158	30.74	211907	269756	78.56	30.86	30.49
G.M.C.	14071	7.57	50235	66774	75.23	7.32	7.55
I.H.	5186	2.79	20077	21115	95.08	2.92	2.39
Jeep Truck	4195	2.26	15681	30052	52.18	2.28	3.40
Mack	1784	.96	6035	7720	78.17	.88	.87
Kenworth	1088	.59	3385	4449	76.08	.49	.50
Peterbilt	464	.25	1799	2815	63.91	.26	.32
Freightliner	864	.46	2701	4297	62.86	.39	.49
White	361	.19	1639	2896	56.60	.24	.33
Misc.	27871	14.99	95060	104330	91.11	13.84	11.79
U. S. Total	185927		686657	884661	77.62		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	30598	21387	190	1	-	-	-	-
(Dodge 1)	19172	12045	20	-	-	-	-	-
Plymouth *	4443	1436	-	-	-	-	-	-
Ford	74457	130649	-	-	-	4220	8057	2702
(Ford 2)	29616	40491	-	-	-	-	-	-
Chevrolet	113914	87240	4050	-	297	3066	2969	361
(Chev 3)	46195	24533	-	-	-	-	-	-
G.M.C.	10513	23032	12	-	180	1964	3405	3129
(G.M.C. 4)	2808	5771	-	-	-	-	-	-
I.H.	-	1242	-	-	-	5752	6631	6452
Jeep Truck	9051	6630	-	-	-	-	-	-
(Jeep 5)	9051	4908	-	-	-	-	-	-
Mack	-	-	-	-	-	361	44	5630
Kenworth	-	-	-	-	-	-	-	3385
Peterbilt	-	-	-	-	-	-	-	1799
Freightliner	-	-	-	-	-	-	-	2701
White	-	-	-	-	-	-	-	1639
Misc.	91381	1258	2	3	4	1079	673	660
Total	342355	272874	4264	4	481	16442	21779	28458
1980 Total	389901	402270	2550	143	836	19869	28107	40985
1981 vs '80	87.81	67.83	167.22	2.80	57.54	82.75	77.49	69.44

UNITED STATES SUMMARY

(Mono Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rampcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	16905	.58	23042	.76
Plymouth Arrow/Cheap	16525	.57	24015	.79
Others	30731	1.06	33316	1.10
Total Domestic Sponsored Imports	64161	2.20	80373	2.64
OTHER IMPORTS				
Datsun	148415	5.10	177373	5.83
Honda	127913	4.39	113347	3.73
Mazda	62689	2.15	50475	1.66
Mercedes-Benz	18890	.64	17172	.56
Subaru	45003	1.55	37589	1.24
Toyota	200624	6.89	197823	6.50
Volkswagen	76158	2.62	79686	2.62
Volvo	18511	.64	16560	.54
Others	65910	2.26	71140	2.34
Total Other Imports	763913	26.23	761165	25.02
GRAND TOTAL ALL IMPORT CARS	828074	28.43	841538	27.66

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	25048	3.65	32184	3.64
Dodge D50	10693	1.56	14145	1.60
Ford Courier	23119	3.37	27440	3.10
Plymouth Arrow	3820	.56	6919	.78
Total Domestic Sponsored Imports	62680	9.13	80688	9.12
OTHER IMPORTS				
Datsun	35283	5.14	36867	4.17
Mazda	4042	.59	3115	.35
Subaru	2204	.32	4426	.50
Toyota	37933	5.52	47567	5.38
Volkswagen	12868	1.87	9788	1.10
Others	311	.05	-	-
Total Other Import Trucks	92639	13.49	101743	11.50
GRAND TOTAL ALL IMPORT TRUCKS	155319	22.62	182431	20.62

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES

CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513052
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397617
*1976	9751485	3058009
*1977	10826234	3500328
*1978	10946184	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

APRIL 1981 ISSUED 06/81

7/31/81

C 7715-3

MAY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '81	% IND	
	1981	1980	VS '80	1981	1980
A.M.C.	14353	13040	110.07	1.96	1.78
(Concord)	8095	6531	93.17	.83	.89
(Eagle)	4396	1871	234.95	.60	.26
CHRYSLER	7817	10867	71.41	1.04	1.45
(Le Baron)	3867	5123	75.48	.53	.69
DODGE	29127	24517	118.80	3.98	3.35
(Diplomat)	2282	2605	87.60	.31	.36
(Colt)	2399	4329	55.42	.33	.59
(Challenger)	760	1091	88.66	.10	.15
(Omni)	10087	7474	134.98	1.38	1.02
(Aries)	11147	-	-	1.52	-
PLYMOUTH	31685	23737	133.48	4.34	3.24
(Arrow/Cheap)	2435	4981	48.89	.33	.68
(Sapporo)	809	850	95.18	.11	.12
(Horizon)	12015	8783	136.80	1.64	1.19
(Reliant)	14540	-	-	2.00	-
(Gran Fury)	1181	1518	78.48	.16	.21
CHRYSLER CORP.	68429	58921	116.14	9.36	8.04
FORD	91223	93478	97.59	12.48	12.75
(Fiesta)	4248	5414	78.48	.58	.74
(Escort)	33018	-	-	4.52	-
(Fairmont)	18478	25083	85.69	2.25	3.41
(Granada)	8315	6282	132.38	1.14	.86
(LTD)	9715	13237	73.39	1.33	1.81
(Mustang)	13428	21542	82.32	1.84	2.94
(T'Bird)	5192	9245	56.18	.71	1.26
LINCOLN	5859	5830	100.50	.80	.80
(Mark VI)	2969	3311	89.67	.40	.46
MERCURY	28842	26192	113.94	4.08	3.57
(Zephyr)	4772	7138	66.87	.65	.97
(Cougar)	2154	3958	54.41	.29	.54
(Capri)	4405	5742	76.72	.60	.78
(Lynx)	11259	-	-	1.55	-
LINC/MERC. DIV.	35701	32022	111.49	4.88	4.37
FORD MOTOR CO.	126924	125498	101.14	17.36	17.12
BUICK	61131	57321	106.65	8.36	7.82
(Skylark)	16177	15087	107.22	2.21	2.06
(Century)	29309	27988	104.79	4.01	3.82
(Riviera)	4134	3088	133.87	.57	.42
CADILLAC	18303	15988	114.64	2.50	2.18
(Eldorado)	4477	3840	116.59	.61	.52
(Seville)	1814	2788	89.12	.24	.38
CHEVROLET	110333	144872	76.16	15.10	19.74
(Chevette)	26537	29913	88.71	3.63	4.08
(Monza)	841	12000	7.01	.12	1.64
(Camaro)	9824	10898	90.16	1.34	1.49
(Citation)	21695	34578	62.75	2.97	4.70
(Malibu)	20740	22772	91.08	2.84	3.11
(Corvette)	3076	3286	93.61	.42	.45
(Monte Carlo)	11348	12792	88.71	1.55	1.74
OLDSMOBILE	75499	68573	111.56	10.48	9.35
(Omega)	9178	8185	112.88	1.25	1.11
(Cutlass)	41655	40481	102.87	5.70	5.52
(Toronado)	3395	2748	123.63	.46	.37
PONTIAC	42028	50854	82.64	5.75	6.94
(Sunbird)	7290	10808	88.73	1.00	1.44
(Phoenix)	8488	8348	77.51	.88	1.14
(Lemans)	8827	6712	98.73	.91	.82
(Firebird)	4797	8215	58.38	.66	1.12
GEN. MTRS. CORP.	308292	337588	91.32	42.17	46.03
Misc. Domestic	123	188	65.08	.02	.03
Other Import	212938	197995	107.55	29.13	27.00
U. S. TOTAL	731059	733226	99.70		

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R. 1-81

UNITED STATES SUMMARY
MAY 1981 ISSUED 07/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% 180		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	62618	68607	91.27	1.72	1.82	150878
(Concord)	25662	31179	82.31	.70	.83	67838
(Eagle)	19215	13230	145.15	.53	.35	32785
CHRYSLER	45635	61814	73.83	1.25	1.64	139385
(Le Baron)	22361	28288	79.05	.61	.75	63706
DODGE	160060	137582	116.34	4.38	3.65	312426
(Diplomat)	13302	13532	98.30	.37	.36	31181
(Colt)	19304	27371	70.53	.53	.73	49872
(Challenger)	5353	5534	96.73	.15	.15	12000
(Omni)	47020	45990	103.98	1.31	1.21	103425
(Aries)	57614	-	-	1.57	-	17589
PLYMOUTH	172895	130776	132.21	4.75	3.48	300580
(Arrow/Cheap)	18960	28988	65.38	.52	.77	54741
(Sapporo)	5611	4157	134.98	.15	.11	9317
(Horizon)	63178	55879	113.06	1.73	1.47	128225
(Reliant)	73344	-	-	2.02	-	23759
(Gran Fury)	5018	5118	98.05	.14	.14	11825
CHRYSLER CORP.	378590	330172	114.66	10.39	8.75	751393
FORD	463963	503694	92.11	12.73	13.34	1114818
(Fiesta)	25584	30980	82.58	.70	.82	67929
(Escort)	138619	-	-	3.80	-	45374
(Fairmont)	80312	135598	88.60	2.48	3.60	277421
(Granada)	45175	31828	141.93	1.24	.84	84585
(LTD)	45285	88926	87.66	1.24	1.77	143810
(Mustang)	74910	105056	71.30	2.06	2.78	222549
(T'Bird)	33519	69919	47.94	.82	1.85	120903
LINCOLN	28642	33752	78.93	.73	.89	72740
(Mark VI)	14019	19927	70.35	.38	.52	41473
MERCURY	144548	148028	97.65	3.97	3.93	326361
(Zephyr)	28654	39261	87.88	.73	1.04	84297
(Cougar)	13189	30082	43.84	.38	.80	55109
(Capri)	21403	28922	74.31	.58	.77	62974
(Lynx)	44553	-	-	1.23	-	13326
LINC/MERC. DIV.	171190	181778	94.18	4.70	4.82	399101
FORD MOTOR CO.	635153	685472	92.66	17.43	18.16	1513919
BUICK	301533	284034	106.16	8.28	7.52	707544
(Skylark)	86810	73533	118.06	2.38	1.95	180008
(Century)	145228	130871	110.97	3.99	3.48	337183
(Riviera)	17745	18880	108.38	.49	.44	42098
CADILLAC	86146	93371	92.28	2.36	2.47	212557
(Eldorado)	20864	20544	101.56	.57	.55	51065
(Seville)	10633	16784	63.36	.29	.44	35347
CHEVROLET	631124	761951	82.83	17.33	20.18	1725874
(Chevette)	175842	168370	104.38	4.92	4.46	389180
(Monza)	15182	59813	25.81	.42	1.58	148867
(Camaro)	44581	52799	84.44	1.22	1.40	117184
(Citation)	136950	161766	84.66	3.76	4.28	370605
(Malibu)	95280	109068	87.36	2.62	2.89	262605
(Corvette)	13803	15137	91.19	.38	.40	36408
(Monte Carlo)	70546	68880	103.82	1.94	1.80	163097
OLDSMOBILE	349488	332715	105.04	9.59	8.81	807000
(Omega)	48088	38333	120.23	1.28	1.02	92118
(Cutlass)	197417	188074	104.97	5.43	4.97	481229
(Toronado)	14358	15298	93.84	.39	.41	38246
PONTIAC	220086	258361	85.19	6.05	6.84	512794
(Sunbird)	34793	50820	68.73	.95	1.34	129312
(Phoenix)	39783	39244	101.37	1.09	1.04	98542
(Lemans)	31547	34535	91.35	.87	.91	78422
(Firebird)	25338	39738	63.77	.70	1.05	93032
GEN. MTRS. CORP.	1589195	1730432	91.84	43.62	45.82	4065769
Misc. Domestic	1032	1331	77.54	.03	.04	3859
Other Import	976851	959160	101.84	26.81	25.41	2275321
U. S. TOTAL	3643403	3775174	96.51			8760937

(Mopo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '81	% IND	
	1981		1981	1980	VS '80	1981	1980
Dodge	14195	7.18	86369	99381	86.78	7.50	9.10
Plymouth	1341	.68	7220	13065	55.26	.62	1.20
Ford	62200	31.34	282286	347279	81.28	31.09	31.80
Chevrolet	62160	31.33	274087	330142	83.01	30.97	30.25
G.M.C.	15179	7.65	85414	82197	79.58	7.39	7.53
I.H.	5222	2.63	25299	25071	100.91	2.86	2.30
Jeep Truck	5134	2.59	20815	36255	57.41	2.35	3.32
Mack	1845	.93	7880	9684	81.37	.89	.89
Kenworth	888	.45	4273	5622	76.00	.48	.52
Peterbilt	590	.30	2389	3462	69.01	.27	.32
Freightliner	819	.41	3520	5240	67.18	.40	.48
White	436	.22	2075	3491	59.44	.23	.32
Misc.	28387	14.31	123443	130640	94.49	13.95	11.97
U. S. Total	198392		885049	1091529	81.08		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	38657	27484	227	1	-	-	-	-
(Dodge 1)	23898	15493	22	-	-	-	-	-
Plymouth *	5396	1824	-	-	-	-	-	-
Ford	95350	108101	-	-	-	5222	10190	3422
(Ford 2)	37123	52701	-	-	-	-	-	-
Chevrolet	140423	111024	5197	-	385	3841	3950	447
(Chev 3)	59939	32131	-	-	-	-	-	-
G.M.C.	24012	30020	19	-	268	2403	4404	4208
(G.M.C. 4)	3695	7933	-	-	-	-	-	-
I.H.	-	1448	-	-	-	6932	8345	8574
Jeep Truck	12449	8368	-	-	-	-	-	-
(Jeep 5)	12449	8155	-	-	-	-	-	-
Mack	-	-	-	-	-	487	81	7332
Kenworth	-	-	-	-	-	-	-	4273
Peterbilt	-	-	-	-	-	-	-	2389
Freightliner	-	-	-	-	-	-	-	3520
White	-	-	-	-	-	-	-	2075
Misc.	118501	1771	2	5	4	.1334	915	911
Total	442708	350838	5445	6	657	20219	27885	37231
1980 Total	484598	402688	3022	148	1054	24008	34291	50922
1981 vs '80	91.37	71.21	80.18	4.05	62.33	81.50	81.28	73.11

UNITED STATES SUMMARY

(Mean Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Ramcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	19304	.53	27371	.73
Plymouth Arrow/Cheap	18980	.52	28986	.77
Others	36548	1.00	40671	1.08
Total Domestic Sponsored Imports	74812	2.05	97030	2.57
OTHER IMPORTS				
Datsun	190198	5.22	223949	5.93
Honda	161971	4.45	144082	3.82
Mazda	77708	2.13	62742	1.66
Mercedes-Benz	24293	.67	20972	.56
Subaru	56802	1.56	48627	1.29
Toyota	254570	6.99	247714	6.56
Volkswagen	97196	2.67	103091	2.73
Volvo	25284	.69	20631	.55
Others	88753	2.44	87352	2.31
Total Other Imports	976851	26.81	959160	25.41
GRAND TOTAL ALL IMPORT CARS	1051663	28.86	1056190	27.98

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	32548	3.68	38857	3.58
Dodge D50	12951	1.46	17499	1.60
Ford Courier	28658	3.24	33471	3.07
Plymouth Arrow	4589	.52	8501	.78
Total Domestic Sponsored Imports	78786	8.90	98328	9.01
OTHER IMPORTS				
Datsun	45537	5.15	46251	4.24
Mazda	5435	.61	3714	.34
Subaru	2713	.31	5208	.48
Toyota	48431	5.47	58035	5.32
Volkswagen	17140	1.94	13292	1.22
Others	1013	.11	-	-
Total Other Import Trucks	120269	13.59	127378	11.67
GRAND TOTAL ALL IMPORT TRUCKS	199055	22.49	225706	20.68

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
+1971	9838626	1993186
+1972	10487794	2513952
+1973	11350995	3029074
+1974	8701094	2656918
+1975	8261840	2397417
+1976	9751485	3054009
+1977	10826234	3509328
+1978	10966104	3963340
+1979	10356695	3472209
+1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

+OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

MAY 1981 ISSUED 07/81

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JUNE
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS ®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	9845	11131	88.45	1.32	1.65
(Concord)	3999	5544	72.13	.54	.82
(Eagle)	3224	1614	199.75	.43	.24
CHRYSLER	6391	8673	73.69	.86	1.28
(Le Baron)	3204	3797	84.38	.43	.56
DODGE	28734	21266	135.12	3.85	3.15
(Diplomat)	2569	2024	126.93	.34	.30
(Colt)	2349	3421	68.66	.31	.51
(Challenger)	800	974	82.14	.11	.14
(Omni)	9490	6624	143.27	1.27	.98
(Aries)	11346	-	-	1.53	-
PLYMOUTH	32339	20837	155.20	4.32	3.08
(Arrow/Champ)	2331	4273	54.55	.31	.63
(Sapporo)	877	812	108.00	.12	.12
(Horizon)	11792	7870	149.83	1.58	1.16
(Reliant)	16288	-	-	2.17	-
(Gran Fury)	618	1408	43.89	.08	.21
CHRYSLER CORP.	67464	50776	132.87	9.03	7.51
FORD	95151	93837	101.40	12.73	13.89
(Fiesta)	2799	4990	56.09	.37	.74
(Escort)	37251	-	-	4.98	-
(Fairmont)	15744	24482	64.31	2.11	3.63
(Granada)	8011	6302	127.12	1.07	.93
(LTD)	11736	13302	88.23	1.57	1.97
(Mustang)	14102	20159	69.95	1.89	2.98
(T'Bird)	4986	8423	59.20	.67	1.25
LINCOLN	5309	5317	99.85	.71	.79
(Mark VI)	2633	2994	87.94	.35	.45
MERCURY	33934	23439	144.78	4.54	3.46
(Zephyr)	5905	6041	97.75	.79	.89
(Cougar)	2416	3546	68.43	.32	.52
(Capri)	4991	5398	92.46	.67	.80
(Lynx)	12320	-	-	1.65	-
LINC/MERC. DIV.	39243	28756	136.47	5.25	4.25
FORD MOTOR CO.	134394	122593	109.63	17.98	18.14
BUICK	62484	52157	119.80	8.36	7.72
(Skylark)	16846	13851	121.62	2.25	2.05
(Century)	30083	25000	120.33	4.03	3.70
(Riviera)	4202	2885	145.65	.56	.43
CADILLAC	17039	14987	113.69	2.28	2.22
(Eldorado)	4238	3606	117.47	.57	.54
(Seville)	1755	2252	77.93	.23	.33
CHEVROLET	110414	130308	90.87	15.85	19.27
(Chevette)	26431	26094	101.29	3.54	3.86
(Monza)	3888	11785	32.99	.52	1.74
(Camaro)	10207	9876	103.35	1.37	1.46
(Citation)	24315	29549	82.29	3.25	4.36
(Malibu)	21034	20610	102.06	2.81	3.05
(Corvette)	2523	2980	84.66	.34	.44
(Monte Carlo)	12089	11689	103.60	1.62	1.73
OLDSMOBILE	75931	61811	122.84	10.16	9.14
(Omega)	9281	7130	130.17	1.24	1.05
(Cutlass)	42051	35484	118.51	5.63	5.25
(Toronado)	3311	2643	125.27	.44	.39
PONTIAC	48078	46742	102.85	6.43	6.91
(Sunbird)	10486	9711	107.98	1.41	1.44
(Phoenix)	6984	8063	86.62	.93	1.19
(Lemans)	8728	5677	118.51	.90	.84
(Firebird)	5265	7659	68.74	.70	1.13
GEN. MTRS. CORP.	321944	306005	105.21	43.08	45.26
Misc. Domestic	306	516	59.30	.04	.08
Other Import	213352	184943	115.36	28.55	27.36
U. S. TOTAL	747305	675984	110.55		

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R. 1-81

UNITED STATES SUMMARY
JUNE 1981 ISSUED 08/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	72463	79730	90.88	1.65	1.79	150870
(Concord)	29661	38723	80.77	.68	.83	67836
(Eagle)	22439	14852	151.08	.51	.33	32785
CHRYSLER	52028	70487	73.81	1.18	1.58	138385
(Le Baron)	25565	32085	79.68	.58	.72	63706
DODGE	108794	150840	118.85	4.30	3.57	312428
(Diplomat)	15871	15556	102.02	.36	.35	31161
(Colt)	21653	30792	70.32	.49	.69	49872
(Challenger)	6153	6508	94.55	.14	.15	12000
(Omni)	57310	52614	108.93	1.31	1.18	103425
(Aries)	68960	-	-	1.57	-	17589
PLYMOUTH	205234	151613	135.37	4.68	3.41	300580
(Arrow/Cheap)	21291	33269	64.00	.48	.75	54741
(Sapporo)	6488	4969	130.57	.15	.11	9317
(Horizon)	74968	63749	117.60	1.71	1.43	128225
(Reliant)	89632	-	-	2.05	-	23755
(Gran Fury)	5634	6524	86.36	.13	.15	11625
CHRYSLER CORP.	446054	380948	117.09	10.16	8.56	751393
FORD	559114	597531	93.57	12.74	13.42	1114818
(Fiesta)	28303	35970	78.91	.65	.81	67929
(Escort)	175870	-	-	4.00	-	45374
(Fairmont)	106058	160078	66.25	2.42	3.59	277421
(Granada)	53108	38130	139.49	1.21	.86	84585
(LTD)	57021	80228	71.07	1.30	1.80	143810
(Mustang)	89012	125215	71.09	2.03	2.81	222549
(T'Bird)	38505	78342	49.15	.88	1.76	128903
LINCOLN	31951	39069	81.78	.73	.88	72740
(Mark VI)	18652	22921	72.65	.38	.52	41473
MERCURY	178482	171465	104.09	4.06	3.85	326361
(Zephyr)	32559	45302	71.87	.74	1.01	84297
(Cougar)	15605	33620	46.40	.36	.76	55109
(Capri)	26484	34320	77.17	.60	.77	62974
(Lynx)	58881	-	-	1.29	-	13326
LINC/MERC. DIV.	210433	210534	99.95	4.79	4.73	399101
FORD MOTOR CO.	769547	808065	95.23	17.53	18.15	1513917
BUICK	364017	336191	108.28	8.29	7.55	707544
(Skylark)	103656	87304	118.62	2.36	1.96	180008
(Century)	175309	155871	112.47	3.99	3.50	337183
(Riviera)	21947	19565	112.17	.50	.44	42098
CADILLAC	103185	108350	95.23	2.35	2.43	212557
(Eldorado)	25100	24150	103.93	.57	.54	51065
(Seville)	12390	19036	65.09	.28	.43	35347
CHEVROLET	749538	892259	84.00	17.06	20.07	1725874
(Chevette)	202073	194484	103.91	4.60	4.38	369100
(Monza)	19070	70598	27.01	.43	1.59	140867
(Camaro)	54788	62675	87.42	1.25	1.41	117184
(Citation)	161265	191315	84.29	3.67	4.30	370605
(Malibu)	116314	129670	89.69	2.65	2.91	262605
(Corvette)	18328	18117	90.11	.37	.41	36400
(Monte Carlo)	82635	79749	103.62	1.88	1.79	183097
OLDSMOBILE	425419	394526	107.83	9.69	8.88	807000
(Omega)	55369	45463	121.79	1.26	1.02	92118
(Cutlass)	239468	223550	107.12	5.46	5.02	481229
(Tornado)	17867	17941	99.47	.40	.40	36248
PONTIAC	268944	305103	88.15	6.13	6.85	612794
(Sunbird)	45279	60331	75.05	1.03	1.36	129312
(Phoenix)	48767	47307	98.08	1.07	1.06	98542
(Lemans)	38275	40212	95.18	.87	.90	78422
(Firebird)	30603	47395	64.57	.70	1.06	83832
GEN. MTRS. CORP.	1911103	2036437	93.85	43.52	45.76	4065769
Misc. Domestic	1338	1847	72.44	.03	.04	3659
Other Import	1190203	1144103	104.03	27.11	25.70	2275321
U. S. TOTAL	4390708	4451138	98.64			8760937

(Make Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	16112	8.02	82481	119765	68.87	7.60	9.20
Plymouth	1221	.61	8441	15255	55.33	.78	1.17
Ford	66818	33.28	349103	415599	84.00	32.14	31.92
Chevrolet	58543	29.15	332610	395036	84.20	30.63	30.34
G.M.C.	14871	7.40	80285	97653	82.21	7.39	7.50
I.H.	4960	2.47	30259	29744	101.73	2.79	2.28
Jeep Truck	5569	2.77	26384	42508	62.07	2.43	3.26
Mack	1608	.80	9488	11449	82.87	.87	.88
Kenworth	1069	.53	5342	6443	82.91	.49	.49
Peterbilt	651	.32	3040	3947	77.02	.28	.30
Freightliner	804	.40	4324	6004	72.02	.40	.46
White	410	.20	2485	4031	61.65	.23	.31
Misc.	28230	14.05	151673	154768	98.00	13.97	11.89
U. S. Total	200866		1085915	1302202	83.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	47335	34875	289	2	-	-	-	-
(Dodge 1)	28934	19638	23	-	-	-	-	-
Plymouth *	6249	2192	-	-	-	-	-	-
Ford	117505	208358	-	-	-	6857	12460	4125
(Ford 2)	44445	65783	-	-	-	-	-	-
Chevrolet	179778	136460	6099	-	459	4491	4786	537
(Chev 3)	70946	39974	-	-	-	-	-	-
G.M.C.	29502	36967	41	-	387	2838	5334	5216
(G.M.C. 4)	4522	10088	-	-	-	-	-	-
I.H.	-	1813	-	-	-	8118	9929	10599
Jeep Truck	16256	10128	-	-	-	-	-	-
(Jeep 5)	16256	7433	-	-	-	-	-	-
Mack	-	-	-	-	-	632	117	8739
Kenworth	-	-	-	-	-	-	-	5342
Peterbilt	-	-	-	-	-	-	-	3040
Freightliner	-	-	-	-	-	-	-	4324
White	-	-	-	-	-	-	-	2485
Misc.	14541	2311	2	0	7	1566	1189	1180
Total	542037	432902	6411	0	853	24302	33815	45587
1980 Total	578184	590101	3710	150	1199	28889	40450	59519
1981 vs '80	93.75	73.38	172.80	5.33	71.14	84.12	83.60	76.59

UNITED STATES SUMMARY

(Reno Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rancharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	21653	.49	30792	.69
Plymouth Arrow/Champ	21291	.48	33269	.75
Others	41024	.93	47447	1.07
Total Domestic Sponsored Imports	83968	1.91	111508	2.51
OTHER IMPORTS				
Datsun	230659	5.25	266349	5.98
Honda	194070	4.42	173680	3.90
Mazda	93811	2.14	75388	1.69
Mercedes-Benz	29911	.68	24766	.56
Subaru	69774	1.59	59507	1.34
Toyota	309427	7.05	293524	6.59
Volkswagen	118640	2.70	124810	2.80
Volvo	31917	.73	24421	.55
Others	111994	2.55	101858	2.29
Total Other Imports	1190203	27.11	1144103	25.70
GRAND TOTAL ALL IMPORT CARS	1274171	29.02	1255611	28.21

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	37569	3.46	44408	3.41
Dodge D50	15281	1.41	20829	1.60
Ford Courier	33856	3.12	38880	2.99
Plymouth Arrow	5288	.49	9801	.75
Total Domestic Sponsored Imports	91994	8.47	113918	8.75
OTHER IMPORTS				
Datsun	55019	5.07	54892	4.22
Mazda	6897	.64	4402	.34
Subaru	3188	.29	6061	.47
Toyota	59445	5.47	69125	5.31
Volkswagen	21178	1.95	16412	1.26
Others	1993	.18	-	-
Total Other Import Trucks	147720	13.60	150892	11.59
GRAND TOTAL ALL IMPORT TRUCKS	239714	22.07	264810	20.34

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

JUNE 1981 ISSUED 08/81

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C775-3

JULY
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '81 VS. '80	% IND	
	1981	1980		1981	1980
A.M.C.	8864	10598	81.75	1.26	1.48
(Concord)	3990	4758	83.86	.59	.67
(Eagle)	2507	2094	119.72	.36	.29
CHRYSLER	6162	9192	67.04	.89	1.28
(Le Baron)	3379	3933	85.91	.49	.55
DODGE	27335	23735	115.17	3.96	3.31
(Diplomat)	2294	2153	106.55	.33	.30
(Colt)	2556	3586	71.28	.37	.50
(Challenger)	884	961	102.39	.14	.13
(Omni)	8776	8091	108.47	1.27	1.13
(Aries)	11011	-	-	1.60	-
PLYMOUTH	30253	22607	133.82	4.39	3.16
(Arrow/Champ)	2665	4075	65.40	.39	.57
(Sapporo)	948	819	115.75	.14	.11
(Horizon)	9988	9899	100.90	1.45	1.39
(Reliant)	15953	-	-	2.31	-
(Gran Fury)	413	1836	22.49	.06	.26
CHRYSLER CORP.	83750	55534	114.79	9.24	7.75
FORD	78425	93011	84.32	11.36	12.99
(Fiesta)	1664	5185	32.09	.24	.72
(Escort)	31502	-	-	4.56	-
(Fairmont)	13232	22525	58.48	1.92	3.16
(Granada)	6784	8003	84.52	.98	1.12
(LTD)	9592	14004	68.49	1.39	1.96
(Mustang)	10607	19618	54.07	1.54	2.74
(T'Bird)	4793	9628	49.78	.69	1.34
LINCOLN	3866	5523	70.00	.56	.77
(Mark VI)	1961	3020	64.93	.28	.42
MERCURY	29173	23249	125.48	4.23	3.25
(Zephyr)	4076	5489	74.26	.59	.77
(Cougar)	2471	3643	67.83	.36	.51
(Capri)	4084	5332	76.59	.59	.74
(Lynx)	10786	-	-	1.57	-
LINC/MERC. DIV.	33039	28772	114.83	4.79	4.02
FORD MOTOR CO.	111464	121783	91.53	16.15	17.01
BUICK	55788	57221	97.50	8.08	7.99
(Skylark)	14671	14165	103.57	2.13	1.98
(Century)	26267	27849	94.32	3.80	3.89
(Riviera)	3995	3384	118.06	.58	.47
CADILLAC	16790	15520	108.18	2.43	2.17
(Eldorado)	3830	3697	103.60	.55	.52
(Seville)	1497	2196	68.17	.22	.31
CHEVROLET	117148	138316	84.70	16.99	19.32
(Chevette)	24626	27658	89.04	3.57	3.86
(Monza)	6730	12552	53.62	.98	1.75
(Camaro)	9187	10313	89.08	1.33	1.44
(Citation)	25553	33009	77.41	3.70	4.62
(Malibu)	18329	21300	86.05	2.66	2.97
(Corvette)	2264	3059	74.01	.33	.43
(Monte Carlo)	12059	12300	98.04	1.75	1.72
OLDSMOBILE	68498	66635	102.80	9.93	9.30
(Omega)	8523	8021	106.26	1.24	1.12
(Cutlass)	36594	38368	95.38	5.30	5.35
(Toronado)	3009	2876	104.62	.44	.40
PONTIAC	49777	49323	100.92	7.21	6.89
(Sunbird)	13586	10581	128.40	1.97	1.48
(Phoenix)	6007	8799	68.27	.87	1.23
(Lemans)	5953	6156	96.70	.86	.86
(Firebird)	4845	6900	70.22	.70	.96
GEN. MTRS. CORP.	308001	327015	94.19	44.64	45.67
Misc. Domestic	310	164	189.02	.04	.02
Other Import	197836	201051	98.40	28.67	28.07
U. S. TOTAL	690025	716145	96.35		

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R. 1-81

UNITED STATES SUMMARY
JULY 1981 'ISSUED 09/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	81127	90336	89.81	1.60	1.75	150878
(Concord)	33651	41481	81.12	.67	.80	67836
(Eagle)	24946	16946	147.21	.49	.33	32785
CHRYSLER	58188	79679	73.03	1.15	1.54	138385
(Le Baron)	28944	36018	80.36	.57	.70	63706
DODGE	216129	182583	118.37	4.25	3.54	312428
(Diplomat)	18165	17709	102.57	.36	.34	31161
(Colt)	24209	34378	70.42	.48	.67	49872
(Challenger)	7137	7469	95.55	.14	.14	12000
(Omni)	66086	60705	108.86	1.30	1.18	103425
(Aries)	79971	-	-	1.57	-	17589
PLYMOUTH	235487	174220	135.17	4.63	3.37	300580
(Arrow/Cheap)	23956	37344	64.15	.47	.72	54741
(Sapporo)	7436	5788	128.47	.15	.11	9317
(Horizon)	84956	73648	115.35	1.67	1.43	120225
(Reliant)	105585	-	-	2.07	-	23755
(Gran Fury)	6047	8360	72.33	.12	.16	11625
CHRYSLER CORP.	509804	436482	116.80	10.03	8.45	751393
FORD	637539	690542	92.32	12.55	13.36	1114816
(Fiesta)	30047	41155	73.01	.59	.80	67929
(Escort)	207372	-	-	4.09	-	45374
(Fairmont)	119288	182703	65.29	2.35	3.54	277421
(Granada)	59950	46133	129.95	1.18	.89	84585
(LTD)	66613	94232	70.69	1.31	1.82	143810
(Mustang)	99619	144833	68.78	1.96	2.80	222549
(T'Bird)	43298	87970	49.22	.85	1.70	128903
LINCOLN	35817	44592	80.32	.70	.86	72740
(Mark VI)	18613	25941	71.75	.36	.50	41473
MERCURY	207655	194714	106.65	4.09	3.77	326361
(Zephyr)	36635	50791	72.13	.72	.98	84297
(Cougar)	18076	37271	48.50	.36	.72	55109
(Capri)	30568	39652	77.09	.60	.77	62974
(Lynx)	67667	-	-	1.33	-	13326
LINC/MERC. DIV.	243472	239306	101.74	4.79	4.63	399101
FORD MOTOR CO.	881011	929848	94.75	17.34	17.99	1513917
BUICK	419805	393412	106.71	8.26	7.61	707544
(Skylark)	118327	101549	116.52	2.33	1.97	180006
(Century)	201579	183720	109.72	3.96	3.55	337183
(Riviera)	25942	22949	113.04	.51	.44	42098
CADILLAC	119975	123878	96.85	2.36	2.40	212557
(Eldorado)	28930	27847	103.89	.57	.54	51065
(Seville)	13887	21232	65.41	.27	.41	35347
CHEVROLET	866686	1030575	84.10	17.07	19.95	1725874
(Chevette)	226699	222122	102.06	4.47	4.30	369180
(Monza)	25800	83150	31.03	.51	1.61	148867
(Camaro)	63975	72988	87.65	1.26	1.41	117184
(Citation)	180818	224324	83.28	3.88	4.35	370805
(Malibu)	134643	150978	89.18	2.65	2.92	262605
(Corvette)	10590	21176	87.79	.37	.41	36408
(Monte Carlo)	94694	92049	102.87	1.86	1.78	163097
OLDSMOBILE	493917	461161	107.10	9.72	8.92	807000
(Omega)	83892	53404	119.46	1.26	1.04	92118
(Cutlass)	276062	261924	105.40	5.43	5.08	461229
(Toronado)	20676	20017	99.32	.41	.40	36246
PONTIAC	318721	354428	89.93	6.27	6.88	612794
(Sunbird)	58865	70912	83.01	1.15	1.37	129312
(Phoenix)	52774	56106	94.06	1.04	1.09	99542
(Lemans)	44220	46368	95.30	.87	.90	78422
(Firebird)	35448	54285	65.29	.70	1.05	83832
GEN. MTRS. CORP.	2219104	2363452	93.89	43.68	45.74	4065769
Misc. Domestic	1648	2011	81.95	.03	.04	3659
Other Import	1388039	1345154	103.19	27.32	26.03	2275321
U. S. TOTAL	5080738	5167283	98.33			8760937

(Mopar Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	15138	7.98	97619	140821	69.32	7.65	9.24
Plymouth	1117	.59	9558	17582	54.36	.75	1.15
Ford	60428	31.86	409531	486084	84.25	32.11	31.90
Chevrolet	54920	28.95	387530	462083	83.87	30.38	30.31
G.M.C.	14025	7.39	94310	114077	82.67	7.39	7.48
I.H.	5599	2.95	35858	36324	98.72	2.81	2.38
Jeep Truck	5616	2.96	32000	49887	64.40	2.51	3.26
Mack	1498	.79	10986	13010	84.44	.86	.85
Kenworth	872	.46	6214	7326	84.82	.49	.48
Peterbilt	563	.30	3603	4406	81.77	.28	.29
Freightliner	851	.45	5175	6748	76.69	.41	.44
White	381	.20	2866	4754	60.29	.22	.31
Misc.	28672	15.12	180345	181489	99.37	14.14	11.91
U. S. Total	189680		1275595	1524391	83.68		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW8 33 & OVER
Dodge	55593	41714	310	2	-	-	-	-
(Dodge 1)	33874	23814	24	-	-	-	-	-
Plymouth *	6963	2595	-	-	-	-	-	-
Ford	137285	244987	-	-	-	7794	14525	4940
(Ford 2)	50893	79223	-	-	-	-	-	-
Chevrolet	207422	160684	7518	-	507	5085	5683	631
(Chev 3)	80860	47890	-	-	-	-	-	-
G.M.C.	34320	43345	71	-	587	3348	6369	6270
(G.M.C. 4)	5345	12103	-	-	-	-	-	-
I.H.	-	1746	-	-	-	9804	11657	12651
Jeep Truck	20027	11973	-	-	-	-	-	-
(Jeep 5)	20027	8790	-	-	-	-	-	-
Mack	-	-	-	-	-	748	159	10079
Kenworth	-	-	-	-	-	-	-	6214
Peterbilt	-	-	-	-	-	-	-	3603
Freightliner	-	-	-	-	-	-	-	5175
White	-	-	-	-	-	-	-	2866
Misc.	172953	2766	2	7	8	1816	1400	1393
Total	634563	509810	7901	9	1102	28595	39793	53822
1980 Total	679150	689207	4661	193	1373	34139	47160	68508
1981 vs '80	93.43	73.97	169.51	4.66	80.26	83.76	84.38	78.56

UNITED STATES SUMMARY

(Mexico Total)-To be included in GVW 1,2 & 3

1 Includes Vans, Rancharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth Includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	24209	.48	34378	.67
Plymouth Arrow/Champ	23956	.47	37344	.72
Others	44620	.88	54412	1.05
Total Domestic Sponsored Imports	92785	1.83	126134	2.44
OTHER IMPORTS				
Datsun	269382	5.30	311240	6.02
Honda	226062	4.45	203741	3.94
Mazda	107981	2.12	88728	1.72
Mercedes-Benz	35117	.69	29178	.56
Subaru	81205	1.60	69812	1.35
Toyota	359582	7.08	344707	6.67
Volkswagen	137316	2.70	148752	2.88
Volvo	38113	.75	29868	.58
Others	133291	2.62	119928	2.32
Total Other Imports	1388039	27.32	1345154	26.03
GRAND TOTAL ALL IMPORT CARS	1480824	29.15	1471288	28.47

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	41904	3.29	51346	3.37
Dodge D50	17063	1.34	24870	1.62
Ford Courier	38241	3.00	44875	2.94
Plymouth Arrow	5887	.46	11274	.74
Total Domestic Sponsored Imports	103095	8.08	132165	8.67
OTHER IMPORTS				
Datsun	64285	5.04	84361	4.22
Mazda	8508	.67	5125	.34
Subaru	3614	.28	6948	.46
Toyota	71162	5.58	80731	5.30
Volkswagen	24804	1.94	19648	1.29
Others	3338	.26	197	.01
Total Other Import Trucks	175710	13.78	177010	11.61
GRAND TOTAL ALL IMPORT TRUCKS	278811	21.86	309175	20.28

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11359995	3029074
*1974	8781894	2656918
*1975	8261840	2307417
*1976	9751485	3053809
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

JULY 1981 ISSUED 09/81

Extraordinary Power To Pinpoint New Car Buyers

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POLK AUTOMOTIVE MAIL

R. L. POLK & CO.

DETROIT, MICH.

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AUGUST
1981

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '81 VS '80	% IND	
	1981	1980		1981	1980
A.M.C.	7657	9292	82.40	1.08	1.32
(Concord)	3003	3718	80.77	.41	.52
(Eagle)	2370	2089	113.45	.33	.30
CHRYSLER	5749	10585	54.31	.80	1.50
(Le Baron)	3246	4750	68.22	.45	.67
DODGE	33081	25587	129.29	4.59	3.64
(Diplomat)	2603	2488	104.62	.36	.35
(Colt)	3559	3403	104.58	.49	.48
(Challenger)	1121	1085	103.32	.16	.15
(Omni)	10160	9731	104.41	1.41	1.40
(Aries)	14128	-	-	1.96	-
PLYMOUTH	34418	24377	141.19	4.77	3.46
(Arrow/Champ)	3443	4070	84.59	.48	.58
(Sapporo)	1279	929	137.67	.18	.13
(Horizon)	10799	12049	89.63	1.50	1.70
(Reliant)	18363	-	-	2.55	-
(Gran Fury)	280	1168	23.97	.04	.17
CHRYSLER CORP	73248	60549	120.97	10.16	8.60
FORD	72824	74687	97.51	10.10	10.61
(Fiesta)	1203	5158	23.32	.17	.73
(Escort)	25280	-	-	3.49	-
(Fairmont)	13752	16170	85.05	1.91	2.30
(Granada)	6920	6373	108.58	.96	.91
(LTD)	10077	10586	95.19	1.40	1.50
(Mustang)	9728	16160	60.20	1.35	2.30
(T'Bird)	5516	8452	65.26	.77	1.20
LINCOLN	3851	5010	76.87	.53	.71
(Mark VI)	1904	2747	69.31	.26	.39
MERCURY	25760	20527	125.49	3.58	2.92
(Zephyr)	3064	4958	61.80	.43	.70
(Cougar)	2955	3382	87.37	.41	.48
(Capri)	3804	4545	83.70	.53	.65
(Lynx)	8468	-	-	1.17	-
LINC/MERC. DIV.	29611	25537	115.95	4.11	3.63
FORD MOTOR CO	102435	100224	102.21	14.21	14.24
BUICK	61792	60835	101.57	8.57	8.64
(Skylark)	17402	15190	114.56	2.41	2.16
(Century)	28036	29468	95.14	3.89	4.18
(Riviera)	4486	3532	127.01	.62	.50
CADILLAC	18908	15494	122.03	2.62	2.20
(Eldorado)	4082	3704	110.21	.57	.52
(Seville)	1456	2020	72.08	.20	.29
CHEVROLET	130033	138781	93.70	18.06	19.71
(Chevette)	30375	28385	107.01	4.22	4.03
(Monza)	11159	13488	82.73	1.55	1.92
(Camaro)	9865	9801	100.65	1.37	1.39
(Citation)	24557	31415	78.17	3.41	4.46
(Malibu)	17535	21596	81.20	2.43	3.07
(Corvette)	2935	2963	99.06	.41	.42
(Monte Carlo)	14537	12677	114.67	2.02	1.80
OLDSMOBILE	74775	67377	110.98	10.37	9.57
(Omega)	9940	7975	125.27	1.39	1.13
(Cutlass)	39330	39358	100.08	5.46	5.59
(Toronado)	3678	2958	124.34	.51	.42
PONTIAC	56741	50935	111.40	7.87	7.24
(Sunbird)	16840	11690	144.05	2.34	1.66
(Phoenix)	6331	8808	71.88	.88	1.25
(Lemans)	5938	5810	102.20	.82	.83
(Firebird)	5284	6920	76.36	.73	.98
GEN. MTRS. CORP	342247	333420	102.65	47.49	47.36
Misc. Domestic	315	338	93.20	.04	.05
Other Import	199903	200097	97.40	27.04	28.43
U. S. TOTAL	720804	703923	102.40		

R. L. Polk & Co.

R. 1-81

UNITED STATES SUMMARY
AUGUST 1981 ISSUED 10/81

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '81	% IND		YEAR END
	1981	1980	VS '80	1981	1980	1980
A.M.C.	88784	99628	89.12	1.53	1.70	150878
(Concord)	36654	45199	81.09	.63	.78	67836
(Eagle)	27316	19035	143.50	.47	.32	32785
CHRYSLER	63937	90264	70.83	1.10	1.54	138385
(Le Baron)	32190	40776	78.94	.55	.70	63706
DODGE	249210	208170	119.71	4.30	3.55	312428
(Diplomat)	20768	20197	102.83	.36	.34	31161
(Colt)	27768	37781	73.50	.48	.64	49872
(Challenger)	8258	8554	96.54	.14	.15	12000
(Omni)	76246	70436	108.25	1.31	1.21	103425
(Aries)	94099	-	-	1.63	-	17589
PLYMOUTH	269905	198597	135.91	4.65	3.38	300580
(Arrow/Champ)	27399	41414	66.16	.47	.71	54741
(Sapporo)	8715	6717	129.75	.15	.11	9317
(Horizon)	95755	85697	111.74	1.65	1.46	128225
(Reliant)	123948	-	-	2.14	-	23755
(Gran Fury)	6327	9528	66.40	.11	.16	11625
CHRYSLER CORP.	583052	497031	117.31	10.05	8.47	751393
FORD	710365	765229	92.83	12.24	13.03	1114816
(Fiesta)	31250	46313	67.48	.54	.79	67929
(Escort)	232662	-	-	4.02	-	45374
(Fairmont)	133040	198873	66.90	2.29	3.39	277421
(Granada)	66870	52506	127.36	1.15	.89	84585
(LTD)	76690	104818	73.16	1.32	1.79	143810
(Mustang)	109347	160993	67.92	1.88	2.74	222549
(T'Bird)	48814	96422	50.63	.84	1.64	128903
LINCOLN	39668	49602	79.97	.68	.84	72740
(Mark VI)	20517	28688	71.52	.35	.48	41473
MERCURY	233415	215241	108.44	4.03	3.67	326361
(Zephyr)	39699	55749	71.21	.68	.96	84297
(Cougar)	21031	40653	51.73	.36	.69	55109
(Capri)	3472	44197	77.77	.59	.75	62974
(Lynx)	76135	-	-	1.33	-	13326
LINC/MERC. DIV.	273085	264843	103.11	4.71	4.51	399101
FORD MOTOR CO.	983446	1030072	95.47	16.95	17.54	1513917
BUICK	481597	454247	106.02	8.30	7.74	707544
(Skylark)	135729	116739	116.27	2.34	1.99	180006
(Century)	229612	213188	107.70	3.96	3.63	337183
(Riviera)	30428	26481	114.91	.52	.45	42098
CADILLAC	138883	139372	99.65	2.39	2.37	212557
(Eldorado)	33012	31551	104.63	.57	.53	51065
(Seville)	15345	23252	65.99	.26	.40	35347
CHEVROLET	996719	1169356	85.24	17.20	19.92	1725874
(Chevette)	257074	250507	102.62	4.46	4.27	369180
(Monza)	36959	96638	38.24	.64	1.65	148867
(Camaro)	73840	82789	89.19	1.27	1.41	117164
(Citation)	211375	255739	82.65	3.64	4.36	370605
(Malibu)	152178	172574	88.18	2.62	2.94	262605
(Corvette)	21525	24139	89.17	.37	.41	36408
(Monte Carlo)	109231	104726	104.30	1.88	1.78	163097
OLDSMOBILE	568690	528538	107.60	9.80	9.00	807000
(Omega)	73882	61459	120.21	1.27	1.05	92118
(Cutlass)	315452	301282	104.70	5.44	5.13	461229
(Toronado)	24354	23775	102.44	.42	.40	36246
PONTIAC	375462	405361	92.62	6.47	6.90	612794
(Sunbird)	75705	82602	91.65	1.31	1.40	129312
(Phoenix)	59105	64814	91.05	1.02	1.11	99542
(Lemans)	50166	52178	96.14	.86	.89	78422
(Firebird)	40732	61215	66.54	.70	1.04	83832
GEN. MTRS. CORP.	2561351	2696874	94.97	44.16	45.93	4065769
Misc. Domestic	1963	2350	83.55	.03	.04	3659
Other Import	1582941	1545251	102.44	27.28	26.32	2275321
U. S. TOTAL	5801537	5871206	98.81			8760937

(Mexic Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '81 VS '80	% IND	
	1981		1981	1980		1981	1980
Dodge	14254	7.34	111875	160075	69.89	7.61	9.31
Plymouth	1145	.59	10703	20132	53.16	.73	1.17
Ford	63525	32.72	473054	545898	86.66	32.17	31.74
Chevrolet	56465	29.08	443995	517263	85.84	30.21	30.07
G.M.C.	13883	7.15	108193	128519	84.18	7.36	7.47
I.H.	5324	2.74	41182	43254	95.21	2.80	2.51
Jeep Truck	6181	3.18	38181	55618	68.65	2.60	3.23
Mack	1598	.82	12585	14609	86.15	.86	.85
Kenworth	875	.45	7087	8242	85.99	.48	.48
Peterbilt	517	.27	4120	4974	82.83	.28	.29
Freightliner	633	.33	5808	7616	76.26	.40	.44
White	312	.16	3178	5358	59.31	.22	.31
Misc.	29466	15.17	209811	218612	100.57	14.28	12.13
U. S. Total	194175		1469770	1720170	85.44		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	63686	47847	337	5	-	-	-	-
(Dodge 1)	38201	27423	24	-	-	-	-	-
Plymouth *	7812	2691	-	-	-	-	-	-
Ford	158736	281761	-	-	-	10048	16765	5682
(Ford 2)	57690	91866	-	-	-	-	-	-
Chevrolet	237825	184242	8254	-	567	5840	6509	758
(Chev 3)	91674	56211	-	-	-	-	-	-
G.M.C.	39400	49608	116	-	720	3859	7298	7192
(G.M.C. 4)	6124	14068	-	-	-	-	-	-
I.H.	-	1874	-	-	-	11827	12976	14506
Jeep Truck	24196	13986	-	-	-	-	-	-
(Jeep 5)	24195	10153	-	-	-	-	-	-
Mack	-	-	-	-	-	905	189	11491
Kenworth	-	-	-	-	-	-	-	7087
Peterbilt	-	-	-	-	-	-	-	4120
Freightliner	-	-	-	-	-	-	-	5808
White	-	-	-	-	-	-	-	3178
Misc.	20138	3117	2	8	8	2029	1663	1599
Total	733101	585329	8709	11	1295	34508	45400	61421
1980 Total	771888	768818	48847	196	1532	40491	53970	78386
1981 vs '80	94.98	76.13	17.88	5.61	84.53	85.23	84.12	78.36

UNITED STATES SUMMARY

(Memo Total) To be included in GVW 1,2 & 3

1 Includes Vans, Ramcharger and D50

2 Includes Courier, Ranchero, Bronco and Vans

3 Includes El Camino, Blazer, L.U.V. and Vans

* Plymouth includes Trail Duster and Arrow

4 Includes Vans, Jimmy and Caballero

5 Includes CJ's, Cherokee and Wagoneer

REGISTRATIONS FOR THE STATE OF OKLAHOMA ARE NOT AVAILABLE.
REGISTRATIONS FOR THE STATE OF DELAWARE ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1981		YEAR TO DATE 1980	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Dodge Colt/Hatchback	27768	.48	37781	.64
Plymouth Arrow/Champ	27399	.47	41414	.71
Others	48223	.83	61584	1.05
Total Domestic Sponsored Imports	103390	1.78	140779	2.40
OTHER IMPORTS				
Datsun	307302	5.30	356085	6.08
Honda	257360	4.44	232704	3.96
Mazda	120488	2.08	101445	1.73
Mercedes-Benz	40012	.69	33750	.57
Subaru	94342	1.63	80321	1.37
Toyota	407947	7.03	394571	6.72
Volkswagen	157282	2.71	172303	2.93
Volvo	44016	.76	34137	.58
Others	154192	2.66	139935	2.38
Total Other Imports	1582941	27.28	1545251	26.32
GRAND TOTAL ALL IMPORT CARS	1686331	29.07	1686030	28.72

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Chevrolet L.U.V.	46975	3.20	57840	3.36
Dodge D50	18770	1.28	28879	1.68
Ford Courier	43094	2.93	50827	2.95
Plymouth Arrow	6554	.45	12858	.75
Total Domestic Sponsored Imports	115393	7.85	150404	8.74
OTHER IMPORTS				
Datsun	73799	5.02	73976	4.30
Mazda	9937	.68	5793	.34
Subaru	4058	.28	7958	.46
Toyota	83762	5.70	93210	5.42
Volkswagen	28239	1.92	22392	1.30
Others	4704	.32	205	.01
Total Other Import Trucks	204499	13.91	203534	11.83
GRAND TOTAL ALL IMPORT TRUCKS	319892	21.76	353938	20.58

UNITED STATES SUMMARY

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1971	9830626	1993186
*1972	10487794	2513952
*1973	11350995	3029074
*1974	8701094	2656918
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777

TOTALS INCLUDE ALASKA & HAWAII

*OKLAHOMA NOT AVAILABLE

R. L. POLK & CO. R.1-81

AUGUST 1981 ISSUED 10/81

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New passenger car and truck registrations by make, series, price class and gross vehicle weight groups can also be identified by name and type of buyer, whether a business or an individual. Registrations can be compiled not only by census tract but by postal zone or other geographic areas. All data are current, too, within three months of actual sales.

Consumer buying power and population shifts, as reflected in new passenger car registrations, can materially assist your Sales and Marketing Staff in evaluating retail sites... establishing dealer and salesmen objectives... planning distribution... and meeting many other marketing problems.

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